CLASSIFICATION OFFICE DECISION

Title of publication:	Penthouse: Australia & NZ Edition (July 2014)
Other known title(s):	Not stated
OFLC ref:	1400704.000
Medium:	Magazine
Distributor:	Netlink Distribution
Publisher:	PH Publications Pty Ltd
Country of origin:	Australia
Language:	English
Applicant:	Secretary for Internal Affairs
Classification:	Objectionable except if the availability of the publication is restricted to persons who have attained the age of 16 years.
Descriptive note:	None
Display conditions:	When the magazine is on public display, the classification given to it must be shown by way of a label issued in accordance with a direction under s36(A)(2) of the FVPC Act.
Date of entry in Register:	27 February 2015
Date of direction to issue a label:	26 February 2015
Date of notice of decision:	26 February 2015

Summary of reasons for decision:

Penthouse Australia & New Zealand Edition (July 2014) is classified as objectionable unless its availability is restricted to persons aged 16 and over due to its sexual content. It contains numerous sexualised images of naked or semi-naked women, intended to titillate the reader. The 'Forum' section contains explicit written descriptions of adult sexual activity. There is potential harm in exposing younger readers to such explicit material before they are ready, as it is likely to negatively affect their developing sexual attitudes and behaviours. The magazine may promote attitudes toward women as sexual objects with limited social roles. However, the magazine portrays women in a less objectifying manner that some other adult magazines. The photographic spreads focus on the woman's body as a whole rather than her sexual parts alone. Advertisements are inexplicit and less demeaning than those many similar magazines, and female writers have made some contribution on women's sexuality. The sexual material is also balanced

by other political and cultural content. The material is clearly aimed at mature readers. Older teenagers are likely to have a reasonable degree of sexual maturity and are less likely to be negatively affected by the magazine's sexual content.

The Classification Office has considered the effects of the NZBR Act on the application of all the classification criteria. While this restriction limits the right to freedom of expression as per the New Zealand Bill of Rights Act, it is demonstrably justifiable and is the lowest available restriction in order to prevent likely injury to the public good.